CLAIMS

What is claimed is:

1.   A method for simulating an optimal price.

2.   A method as recited in claim 1, and further comprising receiving a plurality of sets of one or more prices.

3.   A method as recited in claim 2, wherein the sets of one or more prices are customizable.

4.   A method as recited in claim 2, and further comprising comparing the sets of one or more prices.

5.   A method as recited in claim 4, and further comprising reporting on the comparison.

6.   A method as recited in claim 1, and further comprising calculating a distribution of prices associated with at least one non-optimized supplier.

7.   A method as recited in claim 6, and further comprising producing a set of non-optimized prices based on the distribution of prices associated with the at least one non-optimized supplier.

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8.   A method as recited in claim 7, and further comprising calculating an optimal price associated with an optimized supplier, utilizing an optimal price generator.

9.   The method as recited in claim 8, wherein the optimal price is generated by receiving a plurality of prices associated with a price-frequency mathematical distribution, a number of competitors, a business objective, and a cost associated with a good or service.

10.   The method as recited in claim 9, wherein the optimal price is further generated by calculating the optimal price based on the prices, number of competitors, business objective, and cost associated with the good or service.

11.   The method as recited in claim 10, wherein the business objective is selected from the group consisting of maximizing revenue for a good or service, maximizing gross profit for the good or service, maximizing factory utilization for the good or service, maximizing market share for the good or service, and maximizing earnings before income tax (EBIT) for the good or service.

12.   A method as recited in claim 8, and further comprising randomly selecting one of the prices for a plurality competitions.

13.   A method as recited in claim 12, and further comprising recording results of the competitions.

14.   A method as recited in claim 13, and further comprising updating the optimal price generator based on the results.

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15.   A method as recited in claim 1, wherein the method is performed by a plurality of components including a frequency distribution engine, a probability of win engine, an expected results engine, an optimization update engine, a bid engine, a market place engine, and a financial accumulator engine.

16.   A method as recited in claim 1, wherein the method is performed by a plurality of components selected from the group consisting of a frequency distribution engine, a probability of win engine, an expected results engine, an optimization update engine, a bid engine, a market place engine, and a financial accumulator engine.

17.   An optimal price simulator system.

18.   A computer program product for optimizing an optimal price.